



# OVERVIEW & FACTSHEET

## THE FACTS

- Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured. *(Source: National Highway Traffic Safety Association (NHTSA))*
- The proportion of drivers reportedly distracted at the time of a fatal crash has increased from 8 percent in 2004 to 11 percent in 2008. *(Source: NHTSA)*
- More than 800,000 vehicles are being driven by someone using a hand-held cell phone at any given moment during daylight hours. *(Source: NHTSA)*
- Research shows drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves. *(Source: Insurance Institute for Highway Safety)*

## TAKING A STAND

**Twenty-one states, including the District of Columbia, now ban text messaging for all drivers.** While no state has endorsed a full ban on all types of cell phone use (hand-held and hands-free) for all drivers, 23 states and the District of Columbia ban all cell phone use by novice drivers. *(Source: Governors Highway Safety Association)*

**In a 2009 survey of National Safety Council members, 58 percent said their organization had a cell phone policy of some kind.** Of those, 99 percent said the policy resulted in no decrease in productivity. *(Source: National Safety Council)*

"A call or text isn't worth taking a life," said Winfrey. "We must not allow more mothers and fathers, daughters and sons, sisters and brothers to die before we take action against distracted driving. Let's put a stop to it now, by joining together on April 30th for national 'No Phone Zone Day', and by making our cars a 'No Phone Zone.'"

## WHAT IS DISTRACTED DRIVING?

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving.

There are three main types of distracted driving.

**Visual** — taking your eyes off the road

**Manual** — taking your hands off the wheel

**Cognitive** — taking your mind off the task of driving

**Texting while driving involves all three types of distraction.**

*(Source: NHTSA)*

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**You can take action as well.** More than 175,000 people to date have signed Oprah's No Phone Zone pledge at Oprah.com. By pledging, drivers agree to make their cars a No Phone Zone and refrain from using their phones while driving, eliminating distractions from incoming calls, texts or e-mails. To take the pledge, visit [Oprah.com/NoPhoneZone](http://Oprah.com/NoPhoneZone) or text **NPZ** to **30644** when you are not driving.